

## Message Text

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ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 CIAE-00 INR-10 LAB-04

NSAE-00 PA-02 SIL-01 ICA-20 /060 W

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FM AMEMBASSY BOGOTA  
TO USDOC WASHDC PRIORITY  
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AMCONSUL CALI  
AMCONSUL MEDELLIN

UNCLAS BOGOTA 7197

E.O. 11652: NA

TAGS: BEXP, CO

SUBJECT: FAIRS AND EXHIBITONS: XII INTERNATIONAL BOGOTA

FAIR: PRELIMINARY REPORT.

1. XII INTERNATIONAL BOGOTA FAIR

2. BOGOTA, JULY 15-30, 1978

3. NUMBER OF EXHIBITORS: 85 REPRESENTING 95 FIRMS

4. SALES DURING EXHIBITION: TOTAL: DOLLARS 8.7 MILLION

A) NMT: DOLLARS 4.0 MILLION

B) OTM: DOLLARS 4.7 MILLION

5. PROJECTED 12 MONTH SALES: TOTAL: DOLLARS 51.1MILLION

A) NTM: DOLLARS 16.5 MILLION

B) OTM: DOLLARS 34.6 MILLION

C) OF 81 EXHIBITORS REPORTING, 71 MET THEIR PRIMARY  
OBJECTIVES COMPLETELY, NINE, PARTIALLY, AND ONLY  
ONE DID NOT MEET HIS PRIMARY OBJECTIVE BECAUSE OF  
NONARRIVAL OF EXHIBIT MATERIAL.

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6. NUMBER OF EXHIBITORS SEEKING REPRESENTATIVES: 21.

7. NUMBER OF REPRESENTATIVES APPOINTED: 26.

8. NUMBER OF REPRESENTATIONS UNDER NEGOTIATION: 46.

9. ACCORDING TO PRESS REPORTS, OVER ONE MILLION PERSONS  
VISTED THE BOGOTA INTERNATIONAL FAIR. NO  
STATISTICS ARE AVAILABLE TO INDICATE THE NUMBER OF  
BUSINESS VISITORS.

10. OUTSTANDING SUCCESS STORIES:

A) BUSINESS ASSOCIATES INTERNATIONAL COPR (OTM): THIS  
COMPANY WAS PART OF THE STATE OF FLORIDA EXHIBIT  
AND DISPLAYED HAND AND TABLE TOOLS. SOLD OFF THE  
FLOOR DOLLARS 522 THOUSAND AND EXPECTS TO SELL  
DOLLARS TWO MILLION DURING THE NEXT TWELVE MONTHS.  
APPOINTED SEVEN SALES REPS DURING THE FAIR.

B) HELICOPTEROS DE LOS ANDES (NTM): THIS COMPANY  
DISPLAYED HELICOPTERS AND DURING THE FAIR SOLD ONE  
COMPLETE PRODUCTION YEAR. OFF THE FLOOR SALES OF  
DOLLARS 1.9 MILLION WERE REPORTED. THE COMPANY WAS  
ABLE TO PENETRATE MARKETS IN THREE OTHER COUNTRIES.

C) L.A.C.I.C. (NTM): THIS IS A SECURITY SERVICE FIRM.  
THE COMPANY REPORTED 1,121 SALES LEADS, OFF THE  
FLOOR SALES OF DOLLARS 55,000, AND EXPECTED 12  
MONTH SALES OF DOLLARS ONE MILLION. TWENTY-TWO  
LEADS FOR REPRESENTATIVES WERE OBTAINED AND TEN ARE  
UNDER NEGOTIATION. EIGHT DIFFERENT MARKETS WERE  
PENETRATED DURING THE FAIR INCLUDING ITALY. COMMENTS  
BY ROBERT MCGOWAN, PRESIDENT: QUOTE. IN SINCERELY  
BELIEVE THIS TO BE THE BEST EVENT OF THIS TYPE IN  
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WHICH I HAVE EVER PARTICIPATED. IN ADDITION, THE  
EMBASSY STAFF AND PAVILION PERSONNEL HAVE BEEN  
ABSOLUTELY SUPER, NOT ONLY EFFICIENT BUT VERY HELP-  
FUL AND ALWAYS PLEASANT UNDER VERY TRYING  
CIRCUMSTANCES. UNQUOTE.

D) PANORAMA ENTERPRISES (OTM): ANOTHER FLORIDA FIRM,  
PANORAMA WAS EXTREMELY SUCCESSFUL. THE COMPANY  
SOLD DOLLARS 200,000 IN OFF THE FLOOR SALES OF  
EASILY INSTALLED STEAN BATHS AND REPORTED EXPECTED  
12 MONTHS SALES OF DOLLARS ONE MILLION.

E) TEXAS INSTRUMENTS (OTM): TI SOLD DOLLARS 30,000  
OFF THE FLOOR BUT EXPECTS TO SELL DOLLARS 2.5 MIL-  
LION DURING THE NEXT 12 MONTHS. COMMENTS BY I.F.  
ALVAREZ, MARKETING, TEXAS INSTRUMENTS, HOUSTON.  
QUOTE.

THE FAIR WAS AN UNQUALIFIED SUCCESS. WE NEVER EXPECT-  
ED THE INTEREST AND THE VOLUME OF PEOPLE TO BE OF THE  
MAGNITUDE WE EXPERIENCED. I AM CONVINCED THAT THE  
COMPUTER MARKET IN COLOMBIA FOR TI IS AT LEAST FOUR  
TIMES OF WHAT I THOUGHT PRIOR TO THE FAIR...UNQUOTE.  
(DO NOT PUBLICIZE SALES FIGURES).

F) APELCO DE COLOMBIA (OTM): THIS FIRM REPRESENTED

SEVERAL U.S. COMPANIES BUT WELLCRAFT AND AMERICAN MOTORS CORP. WERE BY FAR THE MOST SUCCESSFUL. APELCO SOLD THEIR COMPLETE DISPLAY OF ONE CABIN CRUISER AND FOUR JEEPS THE VERY FIRST DAY OF THE FAIR. THEY REPORTED OFF THE FLOOR SALS OF DOLLARS 320,000 AND EXPECTED 12 MONTH SALES OF DOLLARS 4.4 MILLION.

11. ALL THE EXHIBITORS HAVE NOT REPORTED COMPLETELY. SOME INFORMATION MSUT STILL BE OBTAINED. FINAL DATA WILL BE REPORTED ASAP.

12. ARTICLE AND PHOTOS FOR COMMERCE AMERICA FOLLOWS.  
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13. AS INDICATED ABOVE, US PAVILION AT XII BOGOTA INTERNATIONAL FAIR WAS ROUSING SUCCESS. PAVILION RECEIVED FAVORABLE COMMENT ON ORGANIZATION, PRESENTATION AND PROMOTION. RECEIPTION EXTREMELY WELL-ATTENDED, ESPECIALLY BY GOC AND FAIR OFFICIALS, OTHER PAVILLION DIRECTORS AND KEY BUSINESSMEN. PRIMARY CREDIT FOR RECRUITMENT AND PAVILION ORGANIZATION GOES TO ASSISTANT COMMERCIAL ATTACHE AND COMMERCIAL SECTION LOCAL STAFF. TECHNICAL EXPERTISE AND PAVILION MANAGEMENT SUPPLIED IN OUTSTANDING MANNER BY DHIR. USICA PROVIDED EXCELLENT PUBLICITY THROUGHOUT EVENT. OTHER EMBASSY COMPONENTS ALSO COOPERATED FULLY. IN SUM, EMBASSY HOPES PARTICIPATE AGAIN IN 1980 AND BELIEVES ECONOMIC SITUATION WILL WARRANT EVEN LARGER PRESENCE.

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## Message Attributes

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Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014